



**THE IMPACT OF MOTIVATIONAL FACTORS, SOCIAL
SITES, AND AFFINITY OF GEN Y TOWARDS MOBILE
PHONE PURCHASE DECISION**

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TABLE OF CONTENTS

CONTENTS	PAGE
Acknowledgement	i
Table of content	ii
Letter of Submission	vii
Declaration of Original Work	viii
Abstract	ix
CHAPTER 1	
1.0 Introduction	1
1.1 Background of Study	2
1.2 Problem Statement	4
1.3 Research Objective	5
1.4 Research Questions	6
1.5 Hypothesis	6
1.6 Scope and Limitation of Study	7
1.6.1 Time Constraint	7
1.6.2 Financial	7
1.6.3 Respondent Cooperation	8
1.7 Significance of Study	8
1.7.1 Researchers	8

ABSTRACT

The purpose of this study is to identify what are the factors impacting the customer purchase decision on mobile phone among Gen Y group in Kuching Sarawak. The determinants or factor of purchase decision among Gen Y group were discussed in this research are motivational factors, social sites and affinity of Gen Y towards mobile phone. The objective of this research is to identify the relationship between motivational factors that influence Gen Y purchase decision of mobile phone, to examine relationship between affinity factors of Gen Y towards mobile phone on their purchase decision, and to examine between social sites credibility that influence Gen Y on purchase decision of mobile phone. The survey involves of 200 respondents from Kuching area but the data that can be used is only 150. Data obtained using primary and secondary data. The data was analyzed using SPSS software to get frequency, reliability, correlation, and regression. The results are all independent variables have a relationship to the purchase decision among Gen Y group.

Chapter 1

1.0 Introduction

Mobile phone is a very useful product in our society. It is used in many ways in terms of communication and also for entertainment purpose. It is because of the success of many technology that been achieved by the inventor of well known organization that specialize in making the technology of mobile phone like for example Apple company produces iPhone and iPad and also for Samsung company produces the Samsung Galaxy Note, Tab and many more. Those two companies have been great competitors among each other which are very well known in the world of mobile phone. There are a few mobile phone companies that make their names to be in line with these two famous companies like Sony, Asus, and Oppo. The competition in mobile phone market is great in terms of the utilization of the new technology. The economy and the power of consumer had shown a positive sign in the increase in purchasing of the product. More products have been introduced to the public in order to maximize the profit. The young generations especially generation Y are among the powerful consumers which spend almost half of their total income (Bakewell *et al.*, 2006).

Mobile phone have been one of the influential industry which becomes a need for us especially for the youngsters which used mobile phone as their important tool in communicating with people around them. Mobile phone also give benefits in serving their needs in using technology that is available in their mobile phone which generally known as smart phone. But nowadays, the mobile phone have been changing according to development of technology and also has its own needs in every teenagers in mobile phone especially for catching up the trends and the lifestyle of

Chapter 2

Literature Review

2.0 Introduction

This section will discuss on the literature review of purchase decision of mobile phone among teenagers which is basically the Gen Y group. The literature will be supported by the past literature done by other researchers.

2.1 Gen Y group

According to Bakewell and Mitchell (2003), generation Y is also been called as echo boomer which defined as the people who were born in the late 1970's. The Gen Y is the challenging group among any generation because they were trained to be more self independent and being positive to establish success in order to be challenging and besides from being raised during economic prosperity which is keep growing in positive stage. The Gen Y which has been targeted as the potential customer of mobile phone in the market because the Gen Y group is the highest spender group in trends and lifestyle. However, the marketers of the product in the market will have the disability to ensure them to buy their product because 'Gen Y group is very difficult to be reached although they are the big spending group' (Martin & Turley 2004: 464). The Gen Y group usually the most high income group according to their age between 21 to 28 years old because they either work as a part timer or full- timer employee. Most of them carry the status as a student in college or universities. Based on the study by Gardyn (2002) identify